

ABSTRACT

The present invention includes a system and method for providing automatic ranked bid sales. A computerized bid paddle or other identifier is utilized to allow a bidder to place bids anonymous to other bidders. A relative ranking of placed bids is provided and associated with the bid paddle but an exact amount of a bid is not disclosed. Various tracking and communication is also provided between an auction provider and a bidder in order to emulate the role of a traditional auctioneer. Each identifier is unique to a particular bidder for a particular sale of an item to be auctioned. A description of the auctioned item to be sold is also transmitted and a plurality of bids for the item to be sold is received.